

That which is claimed:

1. A method for utilizing information relating to a subscriber to identify said subscriber as a desirable subscriber comprising:
  - receiving content-access information associated with a subscriber;
  - receiving a subscriber attribute;
  - merging said content-access information and said subscriber attribute to create a subscriber information data store; and
  - analyzing said subscriber information data store to determine said subscriber's desirability in relation to a provider.
2. The method of claim 1, wherein said subscriber comprises a consumer.
3. The method of claim 1, wherein said content-access information comprises television-programming data.
4. The method of claim 1, wherein said content-access information comprises advertising data.
5. The method of claim 1, wherein said content-access information comprises duration information.
6. The method of claim 1, wherein said subscriber attribute comprises demographic information.

7. The method of claim 6, wherein said demographic information comprises a profession of said subscriber.
8. The method of claim 6, wherein said demographic information comprises a property ownership history of said subscriber.
9. The method of claim 1, wherein said subscriber attribute comprises a questionnaire response.
10. The method of claim 1, wherein said subscriber attribute comprises a purchase.
11. The method of claim 10, wherein said purchase comprises a purchase of a product, wherein said product complements a product provided by said provider.
12. The method of claim 10, wherein said purchase comprises a purchase of a product, wherein said product competes with a product provided by said provider.
13. The method of claim 1, wherein said provider comprises a content provider.
14. The method of claim 13, wherein said content provider comprises a programming provider.

15. The method of claim 13, wherein said content provider comprises an advertising provider.

16. A computer-readable medium on which is encoded computer program code for utilizing information relating to a subscriber to identify said subscriber as a desirable subscriber comprising:

computer program code for receiving content-access information associated with a subscriber;

computer program code for receiving a subscriber attribute;

computer program code for merging said content-access information and said subscriber attribute to create a subscriber information data store; and

computer program code for analyzing said subscriber information data store to determine said subscriber's desirability in relation to a provider.

17. A system for utilizing information relating to a subscriber to identify the subscriber as a desirable subscriber comprising:

A content-access information database, wherein said content-access information database comprises content-access information for a subscriber;

a subscriber attribute database, wherein said subscriber attribute database comprises an attribute of said subscriber;

a subscriber information database;

a merge processor electronically connected to said content-access information database, said subscriber attribute database, and said subscriber information database, wherein said

merge processor is operative to merge information from said content-access information database and said subscriber attribute database to create data in said subscriber information database; and  
a data analyzer electronically connected to said subscriber information database.

18. The system of claim 17, wherein said subscriber attribute database comprises a purchase history database.

19. The system of claim 17, wherein said purchase history database comprises a credit card database.

20. The system of claim 17, wherein said subscriber attribute database comprises a property ownership database.

21. The system of claim 17, wherein said subscriber attribute database comprises a survey result database.

22. The system of claim 17, wherein said data analyzer comprises a report creator.

23. The system of claim 17, wherein said data analyzer comprises a multidimensional database.

24. The system of claim 17, wherein said data analyzer comprises a data-mining application.